



Minutes City Council's Tourism & Amateur Sports Committee June 13, 2007

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, June 13, 2007, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Kathy Berzins, Special Events Supvr
Shelley Hearn, Community Rel Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Chris Loftus, Sports Mktg Mgr, TCVB
Stephanie Nowack, Tempe Convention & Visitors Bureau
Virgil Renzouli, ASU (via telephone)

Councilmember Mitchell called the meeting to order at 3:04 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 –Super Bowl Update

Shelley Hearn summarized that staff notified the Super Bowl Host Committee that the City would not sign their resolution. The Committee is still interested in an event at Town Lake and they will be coming to Tempe next week to meet with staff. Ms. Hearn notified the host committee that If they want an event, staff will negotiate.

Councilmember Mitchell had concerns with a “free” event and the necessity of police and fire support.

Councilmember Arredondo stated that there must be a deadline given for a decision.

Ms. Hearn added that any request will be brought back to the committee.

Agenda Item 3 – Nike Southwest Cross Country Regional Qualifier

Stephanie Nowack summarized that the Tempe Convention and Visitors Bureau (TCVB) and the City have signed a three-year contract for an annual high school cross country championship event sponsored by Nike on November 17th at Kiwanis Park. It will feature over 200 competitors from six states in the western region. The national event is held in Beaverton, Oregon, which is Nike headquarters. Both the City and TCVB are contributing \$5K. It is a good opportunity to begin a relationship with Nike and to get Nike involved with some of the other youth sports activities.

Agenda Item 4 – Sports Facility RFP Status

Chris Salomone provided a handout that showed that over 40 outside entities have responded to the Request for Proposals (RFP) for the sports facility. A meeting for the respondents will be held on June 19th to outline the intentions of the RFP and to answer questions. He will report to the committee after the meeting.

Agenda Item 5 – Stadium Facility Direction

Shelley Hearn summarized that at a previous Council meeting, staff presented the idea of referring the Sun Devil Stadium upgrades and potential future revenues to this Council Committee and the Finance, Economy and Veterans Affairs Committee. Staff had hoped to bring all of the interested parties together prior to this meeting, but that was not possible. This will be done, however, as soon as possible. She suggested that this Committee become actively involved in developing ideas to bring forward.

Councilmember Arredondo stated that he felt there is a disconnect between ASU's higher administration and the athletic department on what can be done. He asked Virgil Renzouli to help determine whether ASU is in agreement.

Virgil Renzouli responded that he will ask to have a representative from the Athletic Department attend.

Councilmember Arredondo added that if everyone agrees, some things could still be scheduled this year.

Mr. Renzouli added that a major story on the stadium will appear in the *Tribune* tomorrow. It will not be unduly negative, but it will be highly detailed with pictures of work that needs to be done.

Agenda Item 6 – TCVB Partnership with Tempe for Event Sponsorship Update

Stephanie Nowack summarized that the TCVB Board is receptive to the concept of a partnership. We will need to identify the purpose, identify the represented constituents, the process, etc.

Shelley Hearn asked if staff should take the concept to an Issue Review Session (IRS) for discussion or direction to work with Andrew Ching to outline an agreement.

DIRECTION: Go to IRS for discussion and direction.

Councilmember Mitchell asked staff in their presentation to pinpoint the example of their teamwork to bring the Nike Southwest Cross Country Regional Qualifier event here with a three-year contract.

Ms. Nowack asked if the presentation should include other examples of TCVB and City partnerships, not necessarily sports-related.

Councilmember Mitchell concurred.

Agenda Item 7 – Summer Meeting Schedule

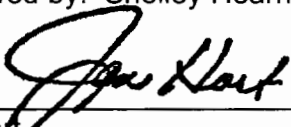
The next meeting will be on September 12, 2007.

Agenda Item 8 – Future Agenda Items

Any items should be forwarded to Shelley Hearn.

Meeting adjourned at 3:24 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Jan Hout
City Clerk